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Examination of spectator intention to
re-attend in V-league volleyball game
2018, Korea

The Theory of Planned behavior – Applying Spectator
Attendance:

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서울대학교 대학원

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Abstract

**Spectator attendance: Examination of spectator
intention to re-attend in V-league volleyball game,
Korea**

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Rationale for the research

Professional sports management have become more comprehensive and more sophisticated to purpose that have generating enormous revenue. Furthermore, big percentage of revenue comes from gate receipts, merchandise and broadcasting etc. Sports marketing managers have designed marketing strategies more rational and coherent based on their own market research. Leisure time and technology advancement can be used as an advance of sports manager. Understanding the spectator's psychological factors which influence their attendance of a sport event then marketing managers can manage the spectator's consumption of sports. Which will further improve of marketing strategy with the spectator. George. B (2003) stated that "Attracting people to the stadium or ballpark not only increase ticket revenue, but increases sub revenue streams such as parking, concession and merchandise". Purpose of this study is to understand why spectators come to V-league and what makes them come back again in volleyball game.

Format 2-1: Abstract in English

The researcher used theory of planned behaviour to better understand spectator intentions to re-attend sport event (i.e., volleyball). Data was collected by Korean volleyball federation. V-league is the only professional league all across Asian countries and one of the top sport in Korea. Therefore, the objective of this quantitative research is to examine spectator intentions to re-attend in volleyball event. Dependent variable is intention to re-attend, independent variables are friend and family are subjective norm, pleasant, entertaining, valuable, exciting, family bonding and making friends as attitude and money, time and stadium location as perceived behavioural control. Research population are the spectators who are attending the V-league in Korea. Data were collected from 323 spectators who were attended in V-league match. Data were analysed using descriptive statistic analysis and regression analysis. Central findings justification received that predictions (hypothesis 1 and 3) that attitude and perceived control had significantly related to intention to re-attend a V-league match according to the regression analysis result. Further, descriptive statistic such as comparison of men's and women's match showed slight difference to explain the compensation of demographic and intention to further game. Study has some limitations which were related with content of questionnaire.

Keywords: Spectator attendance, theory of planned behaviour, volleyball, professional sport league.

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Chapter 1. Introduction

1.1. Background of V-league by KOVO

Korean volleyball federation was founded in 2005, it is the professional volleyball league with seven men's and six women's club teams. The purpose of KOVO is change the current the men's league teams, improve their relationship with protentional sponsors through V-league, and increase the number of the volleyball population, build fundamental infrastructure with volleyball grassroot system for youth. Moreover, to develop high level professional volleyball referee. The KOVO began with V-league sessions in Ansan, Cheonan, Daejeon, Incheon, Seoul, Suwon and Uijeongbu, Hwaseong, Gyeongbuk cities grown since then, now providing a range of programmes to over 570,000 spectators an annually. Main sponsor company is Dodram and official partners are Star, Asics, Pocari Sweat,. KOVO have own regulation to manage V-league teams. According to the last Olympic game, 80% of national team players come from V-league teams.

1.2. Purpose of research

According to George B. Cunningham (2003), attracting people to the stadium or ballpark not only increase ticket revenue, but increases sub

revenue streams such as parking, concession and merchandise and Lee (2000), the main purpose of most of professional sport organizations or businesses is to attract the attention of sport spectators in order to gain consumption of a product and service.

Understanding spectator behaviour helps sports marketers improve their marketing strategies such as fan engagement and community involvement. This is done with the objective of attracting sporting events that as satisfactory while generating income. V-league held as annually, the league receives no supports from government, it's more commercial events.

1.3 Research hypothesis

The objective of this research investigates the intentions of spectator who attend in V-league season 2018. Hypotheses are constructed based on constructs of the theory planned behaviour. It addressed the following questions:

H1: There will be a positive relationship between attitude towards and intentions to attend the V-league matches

H2: There will be positive relationship between subjective norms and intentions to attend the V- league matches

H3: There will be positive relationship between perceived behavioural

control and intentions to attend the V- league matches

H4: Attitude and subjective norms will be more positively related to intentions to attend V-league matches than perceived behavioural control.

H5: Previous behaviour will work in other sport event with attitudes, perceived behavioural control and subjective norms to hold a positive associations with intentions to attend a V-league matches.

Chapter 2 Review of Literature

2.1. Theoretical framework

Origin of Theory of Planned Behaviour started from the theory of reasoned action that was invented Martin Fishbein in 1967. The Theory of Reasoned action explain more than attitude toward an object and attitude a behaviour with respect to that object. Later in 1970, both Dr Martin Fishbein and Dr Icek Ajzen worked together until 1980 then extended the theory of reasoned action to theory of planned behaviour. Several authors have worked such as Icek Ajek have utilized the extend theory in their work. Ajzen had add new component to the theory called “perceived behavioural control”. The theory of reasoned action has been used to cover non-volitional behaviours for predicting behavioural intention and actual behaviour. This is also applied mostly in public health and physical exercise

field. Later on, researchers used it in the sports management field in order to identify sport consumer behaviour in certain cases George B. Cunningham (2003) applied to examine spectator intentions in sport events, the results provided that the strong support for the theory and theory of planned behaviour is useful framework for studying fan behaviour, as it explained over 65% of variance in intent. Extension of TRA to TPB (Theory of planned behaviour) introduced to two dimensions that self-efficacy and controllability. Philosophy of difference shown that people are much more likely to intent to enact certain behaviours when people feel as can enact them with confidently. Dimension of self- efficacy indicate to the level of difficulty that performance of behaviour such as personal belief, ability to succeed in performing. Bandura (1997) define self-efficacy that perception of behavioural control reflects individuals' confidence on their skills for being able to perform a determined behaviour.

Another dimension of controllability approach that external factors which control over the performance of the behaviour and also controlled by external factors, uncontrollable factors. As stated in Theory of Planned Behaviour (TPB), individuals engage in an activity as a deliberate action which is reflected on their intention to this behaviour (Ajzen,1991). Another point of this theory, Ajzen (1991) define that a person's attitude towards

behaviour, subjective norm, and perceived behavioural control are the significant factors that determine person intentions. Furthermore, Ajzen, (1991) description of intention that “How hard people are willing to try and of how much and effort they are planning to exert, in order to perform the behaviour” is very simple and good explanation and extension of this theory regarding on intention.

Theory of Planned Behaviour is most common psychological theories in lately more than associated with health and exercise psychology (Ajzen, 1991, 2001). Particular feature of the Theory of Planned Behaviour is based on assumption that the performance of any behaviour is conduct with behavioural intention and perceived behavioural control (PBC) (Ajzen,1991). Charitomeni Tsordia (2015), prove it through examination that the impact of the variable attitude towards behaviour and perceived behavioral control in the formation of entrepreneurial intention prove by both the freshmen and fourth students. It is not only result of him there also have same result as Kolvereid (1996), Tkachev and Kolvereid (1999) and Ajzen (1991). In study of Marie-Carmen Niepp et.al (2013) more clearly specified correlation between constructs of TPB that “Behavioural intention refers to how individuals perceive plans of action and motivation for performing the behaviour, so that the more motivated people are to perform

the behaviour, the more likely they are to carry it out.

Figure 1. Theory of Reasoned Action (TRA) Ajzen and Fishbein (1980)

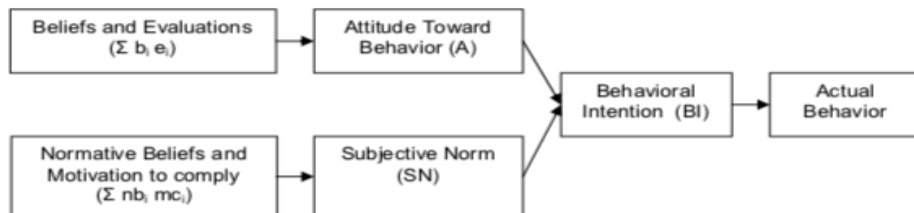
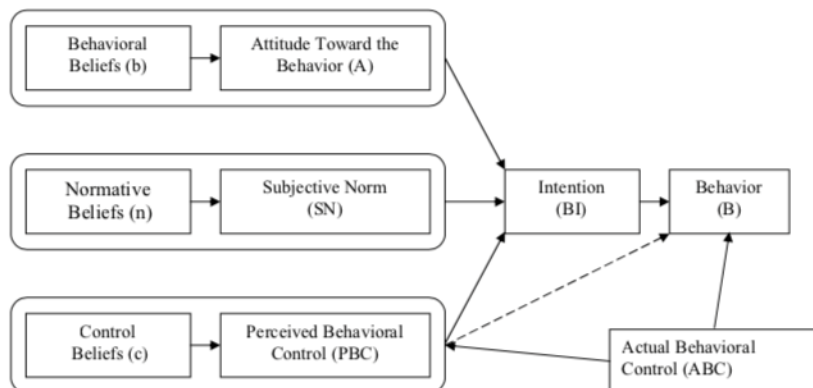


Figure 2. Theory of planned behavior (TPB) extended version of TRA.

Adapt

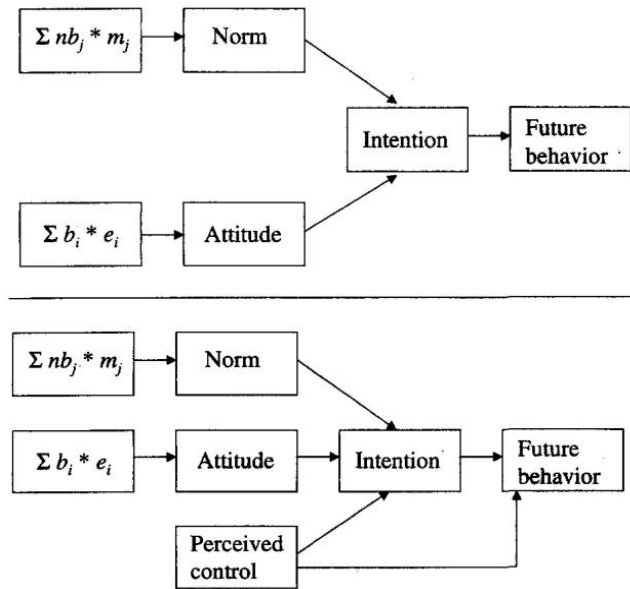


ed

from Ajzen, I.(1991)

Source on: Theory planned behavior, Organizational Behavior and Human Decision Processes, 50, p.179-211

Figure 3. TRA (top) and TPB (bottom). $\sum nb_j * mj =$ sum of Normative Belief \times Motivation to Comply (indirect norm); $\sum bj * ej =$ sum of Beliefs \times Evaluations (Indirect attitude. (Fishbein and Ajzen's (1975; Ajzen & Fishbein, 1980)



2.1.1 The limitations of TRA & TPB

(Madden et al, 1992) (Godin & Kok, 1996) Personality and demographics are not taken into consideration. Perceived behavioral control creates a measurement problem. Assumption is made that perceived behavioral control predicts actual behavioral control. This may not always be the case. TPB only works when some aspect of the behavior is not under “volitional control”. The longer the time interval between behavioral intent and behavior, the less likely the behavior will occur. Assumption that human beings are rational and make systematic decisions based on available information. Unconscious motives are not considered.

2.1.2. Attitude towards behaviour

Ajzen, (2002) “The degree to which a person has favorable or unfavorable evaluation or appraisal of the behavior in question” is clear notion of this construct. Ajzen and Fishbein (1980) define that “Attitude towards behavior depends on expectations and beliefs about likely personal impact of outcomes serving from performing the behavior”. According to the Fishbein-Ajzen model, the performance or nonperformance of specific behavior is determined by the intention to perform that behavior (Arlene. J Frediricks 1983). Behavioral intention is a function of beliefs, not about the object of the behavior, behavior itself (Arlene. J Frediricks 1983). Study of Arlene. J Frediricks (1983) determines also behavioral intention is considered to be the immediate determinant of overt volitional behavior. This is not only determination there is number studies are cited by Ajzen and Fishbein (1977) and Fishbein and Ajzen(1975) in support of this theoretical formulation. The Bentler-Speckart (1979) described attitude based on their examination that attitude measured as evaluative component only and did not include beliefs and belief strength. Moreover, measured by retrospective self-report rather than by observations of over behavior. Researcher Rosenberg and Hovland (1960) explored that low attitude-behavior correspondence is due to the investigator’s overlooking of

multicomponent structure of attitudes (the so-called affective, cognitive, and behavioral components of attitudes;).Study of Icek Ajzen and Thomas J. Madden described how volitional control related with behavioral that performance of the behavior is contingent on the presence of appropriate opportunities or on possession of adequate resource such as time, money skills, cooperation of other people, etc.), the less the behavior is under volitional control. Ajzen (1985) We can thus speak of behavior-goal units; and of intentions as plans of action in pursuit of behavioral goals. Later attempt to volitional action, psychologists are becoming pain attention in the role of control over desired behavior then define main measuring factor is actual control is self-evident that resources and opportunities available to individuals must to some extent dictate the likelihood of behavioral achievement. To enable accurate prediction of behavior over which people have imperfect control, therefore, investigators have proposed assessing the presence of “facilitating factors” (Triandis, 1977), “the context of opportunity” (Sarver, 1983) “resources” (Liska, 1984), or “action control” (Kuhl, 1985). The importance of control over behavior has also been recognized by clinical psychologists attempting to help people overcome undesired habits, fears, or inhibitions (e.g., Kanfer & Hagerman, 1981). In this study, researcher expect that people who have positive attitudes towards

attending a volleyball game. The following hypothesis is formulated:

H1: There will be a positive relationship between attitude towards and intentions to attend the V-league matches.

2.1.3. Subjective norm

According to the study of Solesvik, Westhead, Kolvereid and Matlay (2012) “The perceived social pressure to perform the action of being monitored”. The opinion of significant others (i.e. members of the family, close friends, and other important people, such as favorite player, coach and team etc.) Alsghayir and Albarq (2013) examined that relationship between attitude and subjective norm purchase behaviour towards online banking among Saudi consumer. Final remarks that attitude and subjective norm are positively correlated with online banking. Normative belief is combination of the different referents, determine the prevailing subjective norm that perceived social pressure to involved (or not involved) in actual behavior. Ajzen and Fishbein (1980) determine subjective norm is defined by total set of accessible normative beliefs concerning the expectations of important referents. According to the social psychology, social influence of external social factors on individual behaviors classified two section that normative social influence and information social influence. Researcher Ravis and

Sheeran are represent that “Injunctive norm” and “descriptive norm”. Cummins,D.D. (1996) normative values are shared understandings of actions that are obligatory, permitted, or forbidden. Wei-Ta Fang et al,(2017) As such, people make judgement on whether a behavior is typical, normal, effective, adaptive, or appropriate by observing the specific behavior displayed by people around them. In other study of Bicchieri(2006) proposes that social norms should be understood as types of social interaction behaviors, and such behaviors enable people to understand what is acceptable in society or groups in system of norms. Cialdini et al,(1991) recommend that concept of norms also contain the constructs of “ behavior supported by groups” and “how groups themselves behave” ; means that “ should do” and “how to do” basically “norms” as a single concept. and perceived behavioural control combination. Regarding on previous studies, researcher expect that who have significant others who want them to attend sport game would have intentions to attend volleyball game. The following hypothesis is formulated:

H2: There will be positive relationship between subjective norms and intentions to attend the V- league matches

2.1.4. Perceived behavioral control

Perceived Behavioral Control (PBC) factor reflects past experience as well

as external factors, such as anticipated impediments, obstacles, resources and opportunities that may influence the performance of the actual behavior (Ajzen and Fishbein, 1980). Solesvik et al., (2012) noted that reflect the extent to which an individual controls belief about the activity being studied. Perceived behavioral control is as “ The perception of the easiness or difficulty in the fulfillment of the behavior of interest” Linan and Chen (2006). PBC has two dimensions that perceived likelihood of encountering factor and expecting direction between perceived behavioral control and behavioral achievement is that used as a substitute for a measure actual control. This definition is general approach of determination of theory as phycological path. At this study also mentioned about perceived behavioral control that perceived behavioral control may not be particularly realistic when a person has relatively little information about the behavior, when requirements or available resources have changed, or when new and unfamiliar elements have entered into the situation. Under those conditions, a measure of perceived behavioral control may add little to accuracy of behavioral prediction. However, to the extent that perceived control is realistic, it can be used to predict the probability of a successful behavioral attempt (Ajzen, 1985). According to the TPB determine behavior is weighted function of intention and perceived behavioral control; and

intention is the weighted sum of the attitude, subjective norm. Based on previous studies, researcher predict that perceived behavioural control will be positively related to intentions to attend a volleyball game. The hypothesis formulated by:

H3: There will be positive relationship between perceived behavioural control and intentions to attend the V- league matches

2.1.5. Intention

Previous several studies apply theory of planned behaviour to analyse relationship between intention to do activity in order to do that found systematic subsequent of relations between variables. In this field, Hausenblas, Carron and Mack (1997) remarked experiment that physical activity that certain number exercise found that intention had large effect on exercise behaviour, and attitude had a large effect on intention. There also several same previous studies existed then have same result showed that 44.5% of the variance in intention could be predicted by perceived behavioural control, subjective norm and attitude (Hagger, Chatzisarantis and Biddle 2002). Other researchers' findings show by intention that attitude, subjective norm perceived control and self-efficacy explained 40.8% of the intention to do certain assignment (Jackson, Smith and Conner 2003). In like manner, in a longitudinal study, showed that 49% of the variance in

intention was explained by perceived behavioural control, subjective norm and attitudes same time intention explained 22% of the variance in physical exercise behaviour (Armitage 2005). In 2008, researchers Biddle and Fuchs remarked that a “A key issue in the theory of planned behaviour is that there is far from a perfect correlation between intention and behaviour”. Lately, Marie-Carmen (2013) result showed relationship between intention between constructs of TPB that 67% of the variance can explained intention of the physical exercise. TPA applied several fields to be predict to behavioural intention, one of previous study which examined financing sector in order to predict to willingness and intention to purchase mutual funds (Schmidt 2010 and Kuah 2008), result shown same with previous studies as a social pressure, attitude and perceived behavioural control show significant and positive influence to purchase mutual funds. In previous study of Muhamad Abduh, Jarita and Mohd, Azmi (2011) examined that factors influencing withdrawal behaviour in Islamic banks then result shown that subjective norm significant influence to client decision making with withdraw money from account as a compared to attitude. Regarding on previous studies with evidences that researcher predict that attitude and subjective norm might have more unique relationship between intentions. The following hypothesis is formulated:

H4: Attitudes and subjective norms will be more positively related to intentions to attend V-league matches than perceived behavioural control.

Extensions of theory reasoned action (1975) propose that previous behaviour significantly influence intentions and future behaviour

H5: Previous behaviour will work in other sport event with attitudes, perceived behavioural control and subjective norms to hold a positive association with intentions to attend V-league matches.

2.2. Spectator Attendance at Sporting Events

Attendance is strongly influenced by the degree of product differentiation achieved by the team (Fillingham, 1977, p.81). Spectator: “Spectator are persons that attend sessions of the event. They are persons without work commitments during the event and can be residents, tourists and day tourists” (Preuss 2005, p287). Event-affected persons: “Persons that get attracted by the event (such as spectators, staff in tourism industry) but also those persons that avoid the event by leaving or not entering a city/region” (Preuss 2005, p287). Sports events are “single or multi-sport events in schools and clubs; regional, national and international competitions; local, regional and national programs for sport participation development; frequent league and infrequent cup com- petition” (Masterman 2011, 538). Sport is

a major industry in American society, as well as a popular type of spectator entertainment. The sport industry is the eleventh-largest industry in the country and generates over 2% of the Gross Domestic Product (Meek, 1997). The size of the sport industry is reported to be over \$194 billion (Broughton, 2002) . Mawson and Coan (1994) indicated that the primary source of revenue for franchises on the professional level has been the rights fees of television and the revenues from ticket sales.

Nowadays, people are more attracted towards leisure activities than before. Every year many spectators attend sport games to reduce their stress level from the rough routine of today's world and to get entertainment (Wiid & Cant, 2015). Sports event: is “Temporary and purposive gatherings of people” in the terms of sports. Scale varies from “the small local event, attracting only a handful of competitors and maybe no spectators at all, to the mega-event that is open to billions of people around the globe”. (Bladen, Kennell, Abson & Wilde 2012, 3, 219.)

According to Gladden and Funk (2002), sport consumers’ perceptions of a team are viewed as brand association. They conducted a study to broaden the understanding of brand management in sport by creating the Team Association Model (a scale that identifies dimensions of brand association, a major contributor to the creation of brand equity). It was found that the

TAM provides support for two dimensions previously not mentioned in the sport literature: Consumer perceptions of management and the importance of a team's uniform and related insignia in establishing a visual link or cue for brand association (Donnie Stringfellow 2011)

In an effort to establish measurable results regarding the psychological connection that sport fans have with a game, Mahony, Howard, and Madrigal (2000) developed a psychological commitment to team (PCT) scale. In a study they conducted using the PCT; it was found that winning was related to bring behaviors. The scale was designed to be used in segmenting sport consumers based on loyalty. (Donnie Stringfellow 2011). Wells, Southall, and Peng (2000) addressed the social-psychological aspect of sport fans attendance. In their study, the intent was to identify the determinants related to attendance to develop a model designed to predict attendance using selected determinants. One of the areas examined in their study was the social psychological variables, which were: fan motivations, a sense of belonging, and internalization. The study concluded that the events associated with homecoming are significantly related to an increase/decrease in attendance. (Donnie Stringfellow 2011)

2.3. Factors of Spectator attendance

Factors affecting attendance at professional sport events are based in sport

marketing Hal (Hansen, H., & Gauthier, R. 1989). According to the Schofield (1983), developed attendance factors review to four categories to account for following factors: economic, demographic, game attractiveness, and residual preference. Further, Schofield distinguished between production function studies and demand studies. The latter focus on the demand for sport entertainment as measured by attendance; factors such as price, population size, complementary commodities, consumer preference for sport, substitute forms of entertainment, and forth analyzed

in relation to their effect on attendance. n demand studies the focus is on reasons why fans attend games it brings to man factors and how some have significant effect on attendance (Hansen, H., & Gauthier, R. 1989).

2.4 Social demographic

Socio-demographics were investigated by Zhang et al. (2000). Socio-demographics are often used to study characteristics of consumers in clusters (Mullin, Hardy, Sutton (1993). (Donnie String fellow 2011). Another variable found in the literature as having an influence in sport fans attendance is socio-motivational. Pease and Zhang (2001), Zhang, Pease, Lam, Bellerive, Pham, Williamson, Lee, and Wall (2001), and Lough and Kim (2004) studied this variable. Through the use of the Spectator

Motivation Scale (SMS), Pease and Zhang (2001) assessed the socio-motivational factors associated with spectator attendance at professional basketball games. Of the 1,012 spectators studied, using the SMS, from six second-half 1993-94 season home games of an NBA team, significant relationships were found with attendance and fan identification with the team, 28 community image of the team, salubrious attraction of the game, and entertainment value of the game (Donnie Stringfellow 2011). According to Zhang et al. (2001), the associations between socio-motivational variables and their relationships to game attendance caused researchers to acknowledge this phenomenon. The socio-motivational theories consist of achievement-seeking, catharsis and aggression, community image theories, entertainment, salubrious-effects, and stress and stimulation. (Donnie String fellow 2011). Zhang, Lam, Connaughton, Bennet, Pham, Killion, Ocker, and Duley (2004) also examined socio-demographics. They conducted a study to assess the variables affecting enjoyment of Minor League Hockey games. They focused on the following two aspects: 1) relationships with 30 socio-demographics and game attendance, and 2) the mediating effects to the relationship between socio-demographics and game attendance. Final result of research showed that socio-demographic variables (age, gender, race, income, household size, marital status, education, and occupation) are

related to game enjoyment factors and game enjoyment factors are positively predictive of game attendance. (Donnie Stringfellow 2011).

2.5. Other factors which influenced to spectator

Motivation

According to the Schermerhorn, Hunt, and Osborn (2002) noted that motive refers to the individual forces that account for the direction, level, and persistence of a person's efforts expended at work

Hoy and Miskel (as cited in Chelladuri, 1999) defined it as "The complex forces, drives, needs, tension states, or other mechanisms that start and maintain voluntary activity toward the achievement of personal goals".

Robbins (as cited in Chelladuri, 1999) defined it as —The willingness to exert a persistent and high level of effort toward organizational goals, conditioned by the effort's ability to satisfy some individual need..."

According to the Kahle, Kambara, & Rose, 1996; Milne & McDonald, 1999; Trail & James, 2001; Wann, 1995 explain intrapersonal motives of sport consumer that explained sport consumption including aesthetics, catharsis, drama, entertainment, escape, social interaction, and vicarious achievement (Sloan, 1989; Trail, Anderson & Fink, 2000). Regarding on those definitions conduct that motive is kind of force that makes the

individual work hard to satisfy certain kinds of personal needs. For sport spectators, motive can be described as why they want to go to the stadium to watch the game or what kinds of needs are satisfied from watching the game (Cheng-Cheng Wang;Hirotaka Matsuoka ,2012)

Economic Factors

Effect of economic factors promotions, and residual preference factors (e.g., scheduling of games, new arenas, accessibility) on attendance at sporting events and also have conduct/examined relationship between sociodemographic variables and watching sports

(Baade & Tiehen, 1990; Greestein& Macrum, 1989; Hansen & Gauthier, 1989; Schofield, 1983; Zhang, Pease , Hui, & Michaud, 1995; Zhang, Smith, Pease & Jambor, 1997). Variables that are positively related to game attendance are also mentioned in the literature as having an effect on attendance at sporting events. According to Zhang, Wall, and Smith (2000).

Interest in sport

The sport industry experiences heightened competition for consumers not only with other entertainment options, but amongst themselves. Fans are very selective in who they root for and an important element to consider is an individual's level of team identification. Team identification is believed to be the most significant factor motivating a sport fan's consumption of

product extensions (Wann, Melnick, Russell, & Pease, 2001) . “Athletics function as cultural forms that carry cultural meanings and many of the meanings carried by athletics reflect cultural ideologies of the wider society” (Beyer & Hannah, 2000, p. 105).

There are supporters for every team that become so engulfed by their team's successes and failures that it becomes a part of their social identity (Hu & Tang, 2010). Organizations are trying to tap into this emotional connection and create fans that live and die with the team's performance. Once teams have created a connection, fans are more likely to follow the team through media outlets, spend more on team merchandise, pay more for tickets, and stay loyal to a poorly performing team (Fisher & Wakefield, 1998).

Personal identification: Role model

Star players were also found to significantly increase attendance. According to Rivers and DeSchraver (2002), the teams that have the highest average attendance spend the most money on payroll. The final purpose was to examine additional factors, such as population, income, on-field success, and stadium age (these were included in order to construct a demand model that explained a significant portion of the variation in MLB spectator attendance). (Donnie Stringfellow 2011). Loyalty has also been found to be a factor in sport fan attendance. Hill and Green (2000) conducted a study to

examine the incremental impact of stadium factors on attendance intentions, having first accounted for the impact of team loyalty and involvement with Rugby League. In this study, 530 spectators from 3 Australian Football venues were sampled. It was concluded that the fundamental need is to build spectator's psychological involvement with sport itself and build loyalty to team. (Donnie Stringfellow 2011)

Sport demand variables help sport marketers appreciate how pricing issue (setting ticket price that are affordable based on a community's average house-hold income), promotions (giveaways and events that stimulate single game attendance), and residual preference factors (game time, weather, accessibility) (Consumer, C. S. 2004). As mentioned above, the fans develop personal bonding and identification with their favourite teams and players (Laverie & Arnett, 2000). Star power have significant in the entertainment industry, including movie and sport. One of potential aspect that impact spectator attendance is the existence of star player. The study by Berri and Schmidt (2006) found that the existence of a star player positively impacts the spectator attendance and gate revenues while playing away games.

Game promotion

Howell et al. (2015) examines the consequences of various methods of promotions, time-related elements, and weather on the number of sports fans attending the event in Minor League Baseball. Competition marketing plan compound it depends on factors which affected factors in spectator attendance. Understanding of factors affected attendance is key to developing a plan, strategies, and process reaching to the achievement of those objective (Hansen, H., & Gauthier, R. (1989).

Schofield (1983) in a recent study of attendance factors reviewed 17 articles and developed four categories to account for those factors: economic, demographic, game attractiveness, and residual preference. Furthermore, its extended that production function studies and demand studies Demand for sport event as measured by attendance: factors included price, population size, complementary commodities, consumer preference for sport, substitute forms of entertainment and further, analyzed in relation to their effect on attendance. Production function research for performance factors of players and team. Greenstein and Marcum (1981) analyzed team performance factors and attendance in National League Baseball in the years 1946-75. Result found that 25% of variance in attendance was regarding on the team performance. Studies found with the effect of performance on attendance

include those by Zech (1981), who research to players performance factors. Porter and Scully(1982), focused at managerial influence, and Scully (1974), who looked at effect of management morale and coaching. Scully found that four factors were important in decide player salaries. Hitting or pitching performance, weighting of players' contributions to team performance, number of years the player has spent in the majors, and the greater bargaining power or superstar players .Regarding on Scully (1974, p. 917), “ Gate receipts and broadcast revenue are directly related to the team's percent wins and population of the area and indirectly related to player performance” In demand studies the researching to what kind of reasons why fans attend games. Attendance is strongly influenced by the degree of product differentiation achieved in by the team (Fillingham, 1977, p. 81). Professional sport leagues declare their product to be the best, in order to attract spectator willing to purchase tickets to view the product (superior athletes and teams) (Jones, 1969, p. 3). Demmert (1973, ; Drever and MacDonald, 1981; Jones, 1969; Noll, 1974) found that the dimensions of the utility from the game involving two teams are (a) the uncertainty of outcome when the teams are well matched, which enhances the attractiveness to the fan, (b) the entertainment value wherein, regardless of each team competitive level, the game is attractive reason why the strategy

involved, (c) the finesse to winner, (d) nature of sport, (e) the vicarious pleasure of relating to winner, (f) the balance of the competition within the league, (g)

2.6. Professional sport

When sport organizations produce sport games, events and services themselves, is beginning point of professional sports. Parrish, R. (2005) explain professional sports from economical side that “Sports and sporting activities focused on performance as well as commercial exploitation. This includes all sports which have enough economic drawing power to fans, sponsors and the TV-audience to be organized on a commercial and professional basis. Athletes and teams operate in an environment where sport is as much of a - product as an activity”.

Parrish, R. (2005) define difference level sports that “At one level it performs educational, public health, social, cultural and recreational function and in other hand; level sports is big business capable of generating considerable revenue.

The professional sports industry already multi- billion-dollar industry. Being more commercial and on-field success stimulates growth and revenue. These aspects attracting to sponsors, creating new pathway from the

professional teams in both on-field and off-field operations to tick and support the growth of the brand

Difference between amateur sport and professional sport that level of generating revenue. Professional sports making large amounts of money rather than amateur sport, also higher involvement of teams and participants.

2.7. Volleyball

The Fédération Internationale de Volleyball (FIVB) history started from 1947 representatives of 14 countries. Recently FIVB responsible for 220 affiliated federations and ensure to management, promotes all forms of volleyball both indoor and beach volleyball through tournaments such as the World Championships, World league, World Grand Prix, World cup, Grand Champions Cup, Club World Championship, FIVB swatch World tour, FIVB Swatch World Championships, Beach Volleyball Continental Cup and Beach Volleyball World Cup, Junior and Youth tournaments and including the Olympic game¹. Under the FIVB there gave five continents (Asia, Africa, Europe, South America and NORCECA-North, Central American and Caribbean Confederation). FIVB official partners Mikasa, Senoh, Gerflor, DB Schenker and Dasics. Headquarter located in Lausanne. Most

¹ http://www.fivb.org/EN/FIVB/FIVB_History.asp

number of national federations over 200 registered with FIVB². Total amount of spectator attendance of FIVB Volleyball Men's World Championship 2014 estimated 563,263 average attendance approx. 5468 and FIVB Volleyball Women's World Championship 2014 estimated 328,500 average attendance approx. 3220. Number of matches 102-103 both women's

and men's world championship. Comparing with other sport such as Rugby union organized Six Nations Championship an annually estimated total attendance is 991,844 average attendance 66,000. Cricket World Cup's total amount of spectator attendance 1,016,420 average attendance approx. 20,743. FIFA Women's World Cup total attendance is 1,353,506 average attendance approx. 26029³. According to FIVB The Sports Events Council reviewed the FIVB Volleyball World Cup Japan 2015 attendance rose in 2015 with USA's victory in the men's competition, ahead of Italy and China's victory in the women's, ahead of Serbia. The men's event attracted a total of 194,185 spectators, up from 177,055 in 2011, and a total of 211,221 spectators attended the women's event, up from 168,376 in 2011 and average match duration was found to be 1 hour 43 minutes for the Men's

² <https://www.totalsportek.com/most-popular-sports/>

³ https://en.wikipedia.org/wiki/List_of_sports_attendance_figures

competition and 1 hour and 26 minutes for the Women's⁴.

Chapter 3. Methodology

This chapter contained the information of sampling procedure, research data, data collection procedure as part of research design which will add and improving hypotheses of this research. Sapsford et al., (2006) describe quantitative research as a philosophical stance of worldview that underlies and informs a style of research. Cohen et al., further stance that, quantitative research is systematic and scientific investigation of data and their relationship. The main purpose of this research is to examine intention of spectator attendance through the theory of planned behaviour that conduct spectators attending at the V-league organized by Korean volleyball federation in Korea. Furthermore, validation of the survey will be examined based on literature review. Main compounds of this questionnaire were taken from Cunningham et al, (2003).

3.1 Sample

This research sample designed by convenient sampling. Non-probability sampling is convenient to create sample. It's advantage of this sample but

⁴ <http://worldcup.2015.men.fivb.com/en/news/world-cup-attracts-bigger-attendance?id=58749>

there has limitation which means not representative of population and not generalizable to the population. Research population is spectators who are attending in V-league in Korea. Sampling parameter is intention of re-attend in V-league.

The sufficient sample size for this study include 200 spectators (n=200) who attended one of these cities Incheon, Cheonan, Daejeon, Uijeonbu, Suwon, Seoul , Ansan, Gimcheon, Hwaseong in V-league match either male or female match. Data collected from spectators at V-league both female and male matches during session 2018-2019.

3.2. Instrument

3.2.1 Validation of questionnaire

Researcher will divide survey into two stages. The first set is pilot-survey; researcher will distribute questionnaires to 20 samples and the final survey will be distributed 200 respondents. It will be contained items related to the participants demographics (i.e., age, gender, marital status, residence, employment status and income status). All variable anchored by 7-Likert's scale (from Strongly disagree, Disagree, disagree somewhat, Neither or Disagree, Agree somewhat, Agree and Strongly Agree) to indicate for three constructs of theory of planned behaviour.

3.2.2. Design of questionnaire

The questionnaire instrument is designed by the theory of planned behaviour model by Icek Azjen (2002) which showed human action is guided three kinds of considerations which are; Behavioural belief, Normative belief, Control Belief and Intention. Previous behaviour was analysed by using single variable

Attitudes. Behavioural belief consists of five variables (Exciting, Pleasant, Entertaining, Valuable and Enjoyable and has shown affective attitude and instrumental attitude in previous use (Cunningham, G. B., & Kwon, H. (2003 p.134-135); Fishbein and Ajzen's (1975); Ajzen and Fishbein (1980) This is also similar to use in (e.g., Hagger et al., 2001; Yordy and Lent, 1993). The reliability estimate (Cronbach's alpha) for this variable was 0.94 .

Subjective norm. Normative belief consists of three variables (Family, Friends and Star player) and it is analysing to injunctive norm and descriptive norm also same used with previous study of Cunningham, G. B., & Kwon, H. (2003 p.134-135); (Ajzen, 2001, p. 5, italics original). The reliability estimate (Cronbach's alpha) for this variable was 0.78. Additional variable is star player.

Perceived behavioural control. Control belief consisted of three

variables (Money, Time and stadium Location).

Intention. Participant intentions to attend the V-league in the upcoming session were assessed using three variables (Intend, Tried and Planned). These variables are similar with previous study of Hagger et. Al (2001) study. The reliability estimate (Cronbach's alpha) for this variable was 0.97.

Questionnaire

Research hypothesis

H1: There will be a positive relationship between attitude towards and intentions to attend the V-league matches

H2: There will be positive relationship between subjective norms and intentions to attend the V- league matches

H3: There will be positive relationship between perceived behavioral control and intentions to attend the V- league matches

H4: Attitude and subjective norms will be more positively related to intentions to attend V-league matches than perceived behavioral control.

H5: Previous behavior will work in other sport event with attitudes, perceived behavioral control and subjective norms to hold a positive associations with intentions to attend a V-league matches.

1. Social Demographic:

1. Gender: A. Male B. Female
2. Age: (.....)
3. Please choose your status
 - A. Fan of Volleyball D. Employee of KOVO
 - B. Relatives of player E. Member of fan club
 - C. Sponsor of KOVO
4. Will you come the venue to watch a V-league game again during the season?
 - A. Yes B. Maybe C. Not Maybe

(If you chose A or B, please go to question 5)

(If you chose C, please write down your reasons (3 most significant ones))

 1.
 2.
 3.

Table 1: Design of questionnaire

Attitude towards behaviour	
5	I am pleasant to watch the game and will re-attend the V-league
6	I will re-attend in the V-league because V-league game is valuable
7	I will re-attend in the V-league because V-league game is exciting
8	I will re-attend in the V-league because V-league game is entertaining
9	I can make friends while the game and I will-re-attend the V-league
10	I can have family bonding while game and I will-re-attend the V-league
Subject norm	
11	Do you family approve to re-attend the V-league
12	Do you friend's opinion important to re-attend the V-league
13	
Perceived behavioural control	
14	I can take time to re-attend the V-league during this season

15	I put in in lot of effort to get V-league season tickets to re-attend
16	I put in in lot of effort to reach the stadium to re-attend
Intention	
17	I intent to re-attend the V-league during this season
18	I plan to re-attend the V-league during this season
19	I try to re-attend the V-league during this season
Past behaviour	
20	How many games did you attend in the last V-league season?

3.3. Procedure

Prior to implementing this research, permission to conduct with the survey must be granted by Korean Volleyball Federation. The researcher will then meet with spectator randomly for their consent to be research participant. Once this process is completed spectators will be asked to fill out questionnaire. The software used to analyse the data will be SPSS (Statistical Package for the Social Science).

3.4. Data analysis

The researcher will be use descriptive statistics and regression analysis.

3.4.1 Descriptive analysis

Researchers are used to descriptive statistics in order to describe or summarize a sample rather use the data to learn about population that sample of data is sought to represent. In this study questionnaire include

social demographic questions and through descriptive analysis describing the characteristics of research sample and going measure central tendency include mean, median and mode.

3.4.2 Regression analysis

Regression analysis - to testing effects of the variables on intentions to attend a V-league. Regression analysis gives opportunity to description of relationship between independent and dependent variables. Further, this analysis produces regression equation it can be help to research predictions.

Chapter 4. Findings and Discussion

In this chapter the result of data analysis is presented. Data analysis was undertaken in two steps: data preparation and data analysis. After collected data was prepared by organizing and coding into analysis program. The data analysis conducted by Statistical Package for Social Sciences 25.0.

4.1 Result of descriptive statistic

A total of 323 spectator participated in this research. Data collected had been continued from November 9 to 11 at JangChung gymnasium Seoul city men's match between Woori and Hyundai and at Gyeong gymnasium Incheon city women's match between Heungkuk and GS. Mean age of

spectators was 28.29 ± 14.1 years and range from 10 to 68 years. Forty-eight percent of spectators were female. Approximately 90% ($n=290$) of the spectators were volleyball lover, 6.5% ($n=19$) of spectator were relatives as a player, workers of sponsor company and 4.5% ($n=12$) of spectators were member of fan club. Eighty-six percent of spectators gave yes answer questions for Will you come again V-league during this season 2018 at the time. There were n significant differences between spectators and non-spectators in terms of socio-demographic characteristics. Demographic characteristics of the sample are summarized in below Table 4.

Attitude

Overall, most spectators ($n=319$) were either neutral agree or disagree to get or consider close people opinion ($M=5.48$, $SD=1.07$) and scale range were between from 1.17 to. 7. Most spectators (33.7%-36.5%) were agreed attending in V-league match is pleasant, entertaining and exciting. Spectators were slightly strongly agreed (14.6%-32.5%) were agreed attending in V-league match is valuable, making a friends and family.

Social norm

Questions were rated on 7-point Likert scale from 1(Strongly Disagree) to 7 (Strongly Agree). Overall, most spectators ($n=319$) were either neutral (23.2%) agree or disagree to get or consider close people opinion ($M=5.08$,

$SD=1.45$). Spectators were slightly agreed with they would mind close people opinions to attending V-league matches (24.7%, $M=5.43$, $SD=1.46$). Most spectators prefer to get consider their family opinion to attend V-league match. In other hand 33.7% of spectators are under 18 years old.

Perceived behavioural control

Three questions asked spectators about their perceived behavioural control around attending in V-league match (Table). Scores on these constructs were rated in a scale from 1(Strongly Disagree) to 7 (Strongly Agree). Most spectators (38.1%) were they put a lot of effort to reach the stadium ($M=5.93$, $SD=1.159$). Overall spectators were ($n=319$) were either neutral agree or disagree to get or consider close people opinion ($M=5.73$, $SD=1.12$).

Table 2. Scores of Behavioural Model Subscale

Scales	<i>M</i>	<i>SD</i>	Range
Attitude	5.4850	1.07540	1.14-7.00
Subject Norm	5.0878	1.45211	1.00-7.00
PBC	5.7390	1.12861	1.00-7.00
<i>Note: PBC= Perceived behavioural control</i>			

Table 3. Demographic characteristics variables of the study spectators.

Variables	(n = 323)
Age (Mean \pm SD)	28.29 \pm 14.1
Gender [n (%)]	
Male	154 (47.7%)
Female	169 (52.3%)
Status of Volleyball [n (%)]	
Fan of volleyball	290 (89.8%)
Relative of player	11 (3.4%)
Employer of sponsor company	5 (1.5%)
Working at volleyball company	3 (0.9%)
Member of fan club	14 (4.5%)
Answer (Will you come again during this season 2018) [n (%)]	
Yes	279 (86.4%)
Maybe	38 (11.8%)
Maybe not	6 (1.9%)

Pearson correlation coefficients were calculated by constructs of TPB (see Table 5). Total respondents (n=323), the variables of attitude, subject norm and perceived behavioral control were correlated with intention ($p < .001$). For the model was significant $F(3, 314) = 390, p < .0001$ and explained 78.9% of the variance of TPB. Specially, higher a spectator's attitude and perceived behavioral control scores, a lower subject norm. Correlation analysis accounted constructs of the theory planned behavior in intention to re-attend V-league matches. Two constructs of attitude and perceived behavioral control were significantly related with spectator intentions. Construct of subject norm was insignificant relation with intention at this study. Result showed that the strongest the perceived behavioral control ($r = 0.555$, correlation coefficient significant to (< 0.01) and attitude examined

by ($r=0.363$ correlation coefficient significant to (<0.01). Unexpected result was no correlation between subject norm ($r=0.138$) with intention. In this study, spectator not consider their relatives opinion and approval. Regarding on this outcome, it accounted two constructs of the theory planned behaviour control have strong relation with intention to re-attend.

Table 4. Pearson Correlation Coefficients of Theory of Planned Behavior Variables, Intention to re-attendance of sample a V-League spectator

Variable	Y	1	2	3	4
1.Attitude	.000**	-			
2.Subject norm	.138	.726**	-		
3.PBC	.000**	.709**	.481**	-	
4.Intention		.798**	.585**	.839**	-
<i>Note:</i> PBC= Perceived behavioural control, **. Correlation is significant at the 0.01 level (2-tailed); $n=323$.					

4.2 Regression analysis

A liner regression was calculated to predict spectator's intention to re-attend based on the theory planned behavior's variables as an attitude, subject norm and perceived behavioral control. A statistically significant result also indicates that there is a statistically significant linear relationship. A significant regression equation was found ($F(3,314) = 390.571$, $p < .0001$), with and R^2 of .888. Spectators predicted intention is equal to .214

+ .386(Attitude)+ .045 (Subject norm) + .562(Perceived behavioral control) intention when variables of theory planned behavior are measured in their intention.

Predicter value of intention explained by 88.8%. ($R^2=.888$). Spectator behavioral constructs of attitude, subject norm and perceived behavioral control based of TPB accounted for 78.9% of the variation in intention to re-attend with adjusted $R^2=78.7\%$, a medium size effect according to Cohen (1988). Spectator behavioral constructs of attitude, subject norm and perceived behavioral control based on TPB statistically significantly predicted spectator intentions to re-attend V-league $F(3, 314) = 390, p < .0005$.

Table 5. Summary of model fit and ANOVA

<i>Item</i>		<i>(n=323)</i>
R square		.789
Adjusted R square		.787
Df		
	Regression	3
	Residual	314
F value		390.571
P value		.000 ^b
<i>Note:</i> a. Dependent Variable: Intention b. Predictors: (Constant), Attitude, Subject norm, Perceived behavioral control		

Table 6. Regression Model Examining Correlation of Theory of Planned Behaviour Variables, Intention to re-attendance.

<i>Variable</i>	<i>B</i>	<i>Std. Error</i>	<i>Stand Coef</i>	<i>T value</i>	<i>P value</i>	<i>Range</i>	<i>M</i>	<i>SD</i>
Attitude	.386	.050	.363	7.703	.000	1.14-7.00	5.48	1.075
Subject Norm	.045	.030	.057	1.488	.138	1.00-7.00	5.08	1.452
Perceived behavioural control	.562	.037	.555	15.043	.000	1.00-7.00	5.73	1.128

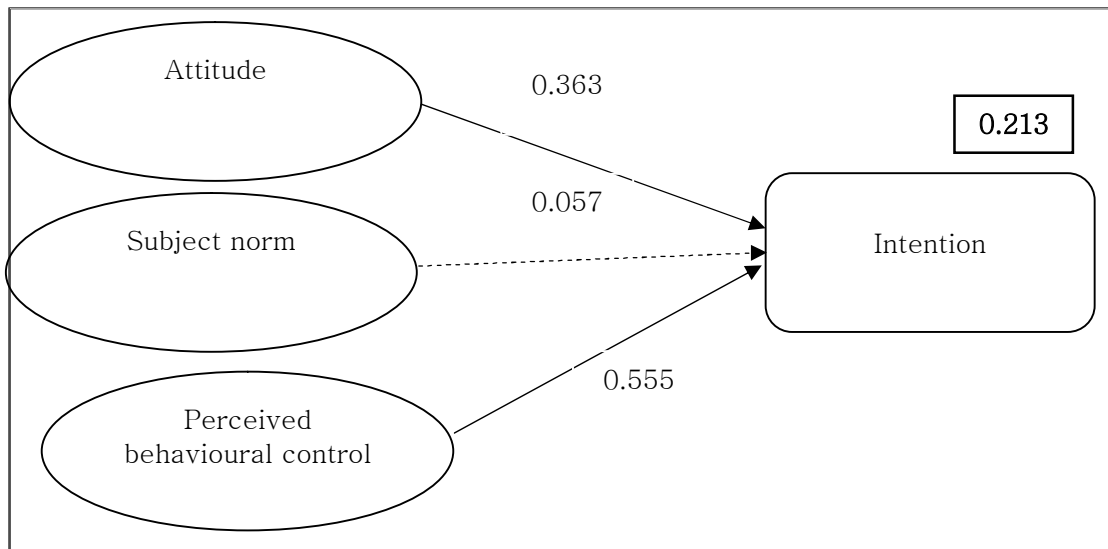
Table 7. TPB Constructs Mean and SD.

	<i>N</i>	<i>Mean</i>	<i>Std.</i>
Attitude towards behaviour			
Attitude – will attend again because of V-league match pleasantly	319	5.80	1.229
Attitude – will attend again because of V-league match exciting	319	5.91	1.166
Attitude – will attend again because of V-league match entertaining	319	5.92	1.127
Attitude – will attend again because of V-league match valuable	319	5.74	1.255
Attitude – will attend again because of V-league match can make friends	319	4.35	1.882
Attitude – will attend again because of V-league match is family bonding	319	4.87	1.697
Subject norm			
Subject norm- considering family approve	319	4.76	1.760
Subject norm- considering friends opinion	318	5.43	1.462
Perceived behavioural control			
Perceived behavioural control -put in effort to make time for re-attend	318	5.93	1.159
Perceived behavioural control -put in effort in money for-re-attend	318	5.62	1.372
Perceived behavioural control -put in effort to reach to stadium for re-attend	318	5.66	1.333
Intention			
Intention- Intend to re-attend	318	5.88	1.169
Intention- plan to re-attend	318	5.53	1.510
Intention- will try to re-attend	318	5.85	1.220

Table 8. Prediction of Intention and Contrasts Result (K Matrix).

<i>Dependent Variable</i>	<i>Contrast estimate</i>	<i>Hypothesized Value</i>	<i>Difference (Estimate-Hypothesized)</i>	<i>Std. Error</i>	<i>Sig.</i>	<i>95% CI</i>	
						<i>Lower</i>	<i>Upper</i>
Intention	6.707	0	6.707	.046	.000	6.616	6.798

Figure 4: Pathway among variables from the theory of planned behavior among overweight and obese adolescents.



Note: Brimmed in line indicate strong correlation pathways and dotted line represent weak correlations pathway ($p > .05$). Model pathways are accounted as standardized coefficients and squared correlation are presented in bold text. Constructs explained for intention. All constructs of the theory planned behaviour were statistically significant. Overall, the model explained 21% of the variance in spectator's intention to re-attend. Perceived behavioural control explained 55.5 percent.

Spectator intention comparison between men's and women's match

Table 9. Descriptive statistic of Men's and Women's match

<i>Variables</i>	<i>Men's match (n =216)</i>	<i>Women's match (n=107)</i>
Age (Mean \pm SD)	23.67 \pm 11.8	38.09 \pm 13.86
Gender [n (%)]		
Male	77 (35.6%)	71.0(71.7%)
Female	139 (64.4%)	28.3 (28.3%)
Status of Volleyball [n (%)]		
Fan of volleyball	198 (91.7%)	85 (85.9%)
Relative of player	3 (1.4%)	8 (8.1%)
Employer of sponsor company	2 (.9%)	2 (2.0%)
Working at volleyball company	3 (1.4%)	0 (0.0%)
Member of fan club	10 (4.7%)	4 (4.0%)
Answer (Will you come again during this season 2018) [n (%)]		
Yes	176 (81.5%)	94(94.9%)
Maybe	33 (15.3%)	5 (5.1%)
Maybe not	6 (2.8%)	0 (0.0%)

Table 10. Regression of Men's and Women's match

	<i>Attitude</i>	<i>Subject Norm</i>	<i>Perceived behavioural control</i>	<i>Intention</i>
Mean				
Men's match (n=212)	5.4395	5.3459	5.8019	5.7217
Women's match (n= 99)	5.4167	5.2585	5.6599	5.7721
β Stand coefficients				
Men's match (n=212)	0.146	0.005	0.089	
Women's match (n= 99)	0.156	0.260	0.477	
P value				
Men's match (n=212)	0.002	0.910	0.00	0.702
Women's match (n= 99)	0.214	0.022	0.000	0.002
R ² [Adjusted R ²]				
Men's match (n=212)				0.857 [.855]
Women's match (n= 99)				0.620[.608]

4.3 Discussion

Understanding spectator behaviour at professional sports events are demanding factor that can improving marketing strategy to increase gate revenue and gain number of attendances. Social media era influenced a number of attendances in a sports game, at this time sports manager have to make strong engagement with a spectator who already in a stadium. Demand for sports entertainment as measured by attendance; consumer preference for sport, substitute forms of entertainment, and analyze in relation to effect on attendance Hansen, H., & Gauthier, R. (1989, p. 18).

The purpose of this study was to find the factors that affect spectator intentions to re-attend in V-league match by examined constructs of the theory of planned behaviour. The aim of the examination investigated the relationship between attitude towards behaviour, subject norm, perceived behavioural control and re-attend intention. The socio-demographic variance was age, gender status of volleyball and future attendance. Result demonstrated by the framework of the theory of planned behaviour, spectators valued factors that might be affected variables were their attitude towards behaviour (game excitement, entertaining, pleasant, valuable, mean of making friends and family bonding) and perceived behavioural control

(efforts for time, money and distance of stadium) in both general main factors to spectator re-attend intentions.

The firstly, final result explained 21.3% of the variance in spectator intention to re-attend V-league matches. Central findings justification received that predictions (hypothesis 1 and 3) that attitude and perceived control had significantly related to intention to re-attend a V-league match according to the correlation analysis result. The theory of planned behaviour variables was quite similar to the levels of prediction reported in other studies investigating planned behaviours Asbjarnarson, H. (2017). Han and Stoel (2017) found a medium to a large positive correlation between the independent variables of the theory of planned behaviour and intentions. Most of previous studies proven that attitude is one of the strongest factors in modifying behavioural intention. Lee (2009) and Abroud et al.(2010): have done research two different stock exchange those were Iran and Taiwan at same time. They found that attitude is significant to the intention on the other hand showed up insignificant for the others two constructs. Although, Lee (2009) conducted research among online traders, result showed that perceived behavioural control has significant relation with online trading. Based on previous studies (Funk et al., 2002; Mahony and Moorman, 1999; 2002; Trail and James, 2001) findings supported this

hypothesis that forecasting these two constructs have to strong relations on intentions rather than perceived behavioral control. Hessing *et al.* (1988) noted that intention and perceived behavioral control were better predictors of self-reported behavior than observed behavior.

Second, based on the regression analysis result showed that subject norm was not significantly related with intention to re-attend. This finding is supported with previous studies of (Armitage and Conner, 2001; Sheppard *et al.*, 1988; and Van den Putte's 1991 commented that subjective norm was the TPB component most weakly related to intention. In other hand, component of measurement might be main weakness for examination between subject norm to intention. Researcher Trafimow and Finlay (1996) noted different perception that this construct component from minority of individuals, thus actions are affects of mainly perceived social pressure. This case could be happening which is only subject norm alone was not enough for spectator intention to re-attend. Another supporting past study is Godin and Kok (1996), and Armitage and Conner (2001) conducted participants (n=389) to investigate that pattern of behavior change related with health screening. They revealed that subjective norm to be the weakest component in explaining the variance in intentions, compared to the other original TPB variables

Chapter 5. Conclusion

5.1 Conclusion

The theory of planned behavior by Ajzen (1991) has been widely proved by previous researcher (Park & Blenkinsopp, 2009) and become general framework to predicting behavioral intention. Result revealed two constructs were significant which were attitude and perceived behavioral control but subject norm was not significant with intention to re-attend V-league. On this point respondent by controlling the demographic showed that up to 33% of respondents were under 18 years old that could be influence as an expect but was not. This result was different than other same field studies which conducted with spectator but could have different causes. Hypothesis 1 and 3 were supported but hypothesis 2, 4 and 5 were not supported. Significant variance of attitude has 6 sub variables which were examined that game excitement, entertainment, value, pleasant and also making a friend, having family bonding. Highest factors were affection of game that game excitement, entertainment and pleasant. As expected, spectators family bonding and making friend factors rated less rate. Regarding on construct of perceived behavioral control has 3 sub variables. Highest rate was that spectators put a lot effort to reach the stadium. Other

two variables were slightly rated, not have significant difference (money and time).

Limitations and Implication

This study has some limitations. Firstly, this study survey conducted only one man and women matches, it may have limitation on thus results. Second, research questionnaire may have problem and research analysis method if analysis conducted different method that could be get more concrete result and regarding on content of questionnaire that may not clear for respondents. Thus, limitation of this study for example the future researcher could be consider another methodology to get find factors affected in spectator intention to re-attend at sporting event.

Based on findings, implication suggested that sports manager. Given the influence of attitude towards behavior, it is distinct that game excitement, entertainment of the professional sport event is essential in engaging with people to events. Moreover, another significant relationship between perceived behavioral control and intention that high rated sub variable were money and destination of stadium that respondent put a lot of efforts to make it. Researchers Hansen, H., & Gauthier, R. (1989) mention that which contained attendance items dealing with ticket price, accessibility

whether there were minor sport teams in the area. At this point, suggestion is to ensuring more specific options and needs spectators needed in relation to their positive attitude with game. Sutton et al. (1997) proposed that teams increase player accessibility to the fans, increase the team's community involvement, and reinforce the history and tradition associated with the team. Regarding on this strategy could be made path for people who investing time with family and the sociability of the professional volleyball event by marketing team in order to make more strong engagement with it. Ajzen, 1991; Fishbein & Ajzen, 1975) and empirical (Griffeth et al., 2000) literature indicating that intent and behavior are highly correlated.

In last, aim of this study was examine the intention to re-attend a volleyball game. Result provide support for the theory with attitude and perceived behavioral control rated the most variance. The study revealed that theory of planned behavior could be appropriate framework for understanding spectator behavior, as it explained by 21% of variance in intent.

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disagree		disagree	agree nor disagree	agree		agree
8	Would your family's opinion of you attending the V-league matter?					
Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
9	Would your friends approve of you attending the V-league?					
Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
10	Do you value your friend's opinion on attending the V-league?					
Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
11	Is your attendance based on the fact that your favorite player is playing today?					
Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
	2.2 DESCRIPTIVE NORM					
12	Is your family likely to attend the V-league?					
Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
14	Are you friends likely to attend the V-league?					
Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
15	Do you like the game better because of your favourite player's participation?					
	3. PERCEIVED BEHAVIORAL CONTROL					
16	Is it difficult for you to find the time to attend the V-league?					
Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
17	Do you put in a lot of effort to attend the V-league?					
Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
18	Do you think the V-league season tickets are affordable?					
Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
19	Do you put in a lot of effort to get V-league season tickets?					
Strongly disagree	Disagree	Somewhat disagree	Neither agree nor	Somewhat agree	Agree	Strongly agree

			disagree			
20	Is the stadium far away from where you reside?					
Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
21	Do you put in a lot of effort to reach the stadium?					
Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
4. INTENTION						
(Please rate how much you agree with the following statement)						
22	I intend to attend the V-league during the session.					
Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
23	Attending the V-league this season is something I plan to do.					
Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
24	I will try to attend the V-league games during the season.					
Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
5. PREVIOUS BEHAVIOR						
25	How many games did you attend in the last V-league season?					
(.....)						

초 록

관중 참석: 한국 V리그 배구 경기 재관람 의도에 대한 검증

노민줄

서울대학교 대학원

체육교육과 글로벌스포츠매니지먼트 전공

프로 스포츠 매니지먼트는 막대한 수익을 창출하는 것을 목적으로 보다 포괄적이고 정교해졌다. 더욱이 수입의 큰 비중은 입장권, 머천다이즈, 방송 등에서 비롯된다. 스포츠 마케팅 관리자들은 시장 조사를 바탕으로 합리적이고 일관된 마케팅 전략을 수립했다. 여가 시간 증대와 기술의 발전은 스포츠 매니지먼트의 발전에 사용될 수 있다. 스포츠 이벤트 관람에 영향을 미치는 관중들의 심리적 요인을 이해하면 스포츠 마케터들은 관중들의 스포츠 소비를 관리할 수 있다. George. B (2003)는 사람들을 경기장으로 이끄는 것은 티켓 수익뿐만 아니라 주차, 이용권, 머천다이즈 등의 하위 수입도 증대시킨다고 하였다. 이 연구의 목적은 관중들이 V리그를 찾는 이유와 배구 경기장을 다시 찾게 하는 것을 이해하는 데 있다. 본 연구자는 관중의 스포츠 이벤트 재관람 의도를 이해하기 위해 계획된 행동 이론을 적용하였다. 데이터는 한국 배구 연맹을 통해 수집되었다. V리그는 아시아 모든 나라를 관통하는 한국의 유

일한 프로 리그이다. 따라서 이 연구는 배구 경기 관중들의 재관람 의도를 검증하기 위한 양적 연구를 실시하였다. 종속변수는 관람이며, 독립변수는 친구와 가족의 주관적 규범, 기쁨, 즐거움, 가치있음, 흥미로움, 가족 유대, 사교의 태도, 그리고 돈, 시간, 경기장 위치의 지각된 행동 통제이다. 연구의 모집단은 한국 V리그 경기 관중들이다. 데이터는 V리그 경기에 참석한 323명의 관중들에게 수집되었으며, 데이터 분석을 위해 기술통계분석과 회귀분석이 사용되었다. 회귀 분석 결과에 따르면 태도와 지각된 통제가 V리그 경기 재관람 의도에 유의하게 관련이 있다는 가설 1과 가설 3의 예측이 주요한 결과이다. 더욱이, 남자 경기와 여자 경기의 비교와 같은 기술통계는 인구통계학적 변인과 추후 경기 참석 의도를 설명하는데 약간의 차이를 보였다. 이 연구는 질문지의 내용 및 구성에 관한 제한점을 가진다.

주요어: 관중 참석, 계획된 행동 이론, 배구, 프로스포츠 리그

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